



## Job Description: Product Specialist

### Company Overview:

Miach Orthopaedics, Inc., a commercial stage, privately held company located in Westborough, Massachusetts, is dedicated to developing bio-engineered surgical implants for connective tissue restoration. The company's initial focus is on ACL injuries. The company introduced the BEAR<sup>®</sup> (Bridge Enhanced ACL Restoration) Implant for commercial use in October 2021. The BEAR Implant, pioneered by Martha Murray, M.D., at the Boston Children's Hospital Department of Orthopaedic Surgery, is the first technology to clinically demonstrate that it helps regenerate a patient's own ACL tissue. The current standard of care for treating ACL ruptures is reconstruction, which replaces the native ACL with a graft harvested from the patient or from a deceased donor.

### Position Overview:

Reporting to the Senior Director of Marketing, the Product Specialist will be responsible for development of marketing programs and resources to support the promotion of the BEAR Implant.

### Duties/Responsibilities:

- Develop field-based programs to expand education of the BEAR Implant to new stakeholders, specifically physical therapists and athletic trainers.
- Develop referral marketing programs to increase patient awareness and access to the BEAR Implant through primary care physicians and other referral sources
- Create videos, animations, and technique guides to effectively education surgeons on use of the BEAR Implant
- Participate in developing training plans and content, as needed
- Create reports on marketing and sales metrics pertaining to specific marketing initiatives
- Coordinate with graphic designer and third party agencies to develop collateral, product brochures, and patient facing print information.
- Assess competition and marketing changes to identify new growth opportunities
- Partner with the Medical Education and Tradeshow teams to drive increased awareness at industry events
- Build seasonal micro-campaigns to drive focus on specific mechanisms of ACL injury

## Requirements:

- Outstanding communication skills, both written and verbal
- Highly organized and detail-oriented, with excellent time management and prioritization skills
- Ability to effectively multitask and switch between multiple projects at different stages.
- Demonstrated ability to work with multiple cross-functional teams.
- Agile and conscientious self-starter who thrives in a fast-paced environment.
- Proficient in Microsoft Office
- Ability to work at a computer for extended periods of time
- Ability to lift up to 25 pounds
- Work-related travel < 15%

## Education/Experience:

- Bachelor's degree in Marketing, Business or related field. MBA preferred.
- 3-5 years of marketing experience in the medical device industry

Interested candidates should submit a cover letter and resume to our Human Resources Department at [hr@miachortho.com](mailto:hr@miachortho.com). Please include the job title of the position you are applying for in the subject line. Please note that agency phone calls or submissions will not be accepted at this time.